

## About the Conference

The 16th Annual GIS/CAMA Technologies Conference will help assessment and appraisal professionals and GIS managers to visualize how they can work more effectively through the use of technology.

## Program

### Preconference Workshops

Take advantage of the opportunity to attend a preconference workshop on Monday, March 12, 8:30 am–5:00 pm. Each workshop is limited in size and requires an additional registration fee. Register early to attend your preferred course.

### Land Records and GIS Integration

Workshop attendees will be introduced to the use of GIS tools and data for a variety of common assessment and valuation analysis tasks. The focus will be on how these tools can save time and find and explain anomalies and errors in assessor data; how maps can be used to communicate results and processes to taxpayers and officials; and how new data, tools, and how the Web can affect efficiency and defendability of the results and processes used in assessment.

### Introduction to Valuation & Spatial Analysis

This workshop introduces concepts in data analysis, residential valuation models, and location analysis using generic statistical software and geographic information systems software for location analysis. This workshop is for anyone who has limited experience with GIS or CAMA/AVM systems and wants to review basic concepts. Bring a laptop for hands-on labs. Software and data will be provided.

### Spatial Statistics for Assessors: Using Advanced Tools in ArcGIS and the Spatial Analyst and Geostatistical Analyst Extensions

Learn about existing tools within ArcGIS that are useful to assessors in the valuation process, with an emphasis on statistical models that incorporate location using GIS. This course is designed to give the technical appraiser a better understanding of the existing tools for statistical analysis and visualization that are available in GIS, and explain/demonstrate their typical use in an assessment context. The course is segmented into (a) an introduction of GIS tools and analysis techniques that assessors are using today, (b) an in-depth review of statistical and visualization tools available in the core ArcGIS software that most jurisdictions have but may not be using, (c) a 2-hour primer on other sophisticated and useful tools that are also available with Geostatistical Analyst, (d) the important uses of Model Builder, Tool Bars, and

Templates that simplify and standardize GIS processes, and (e) a live demonstration of Geostatistical Analyst deriving locational (percentage) adjustments in both research and actual implementation for residential, commercial, and agricultural property types. A Global Response Surface model will be built using Kriging and locational adjustments that are estimated and written back to a statistical or modeling program for application and validation.

This workshop is especially suited to experienced valuation modeling staff, GIS staff that support assessors, and valuation consultants wishing to learn more about where GIS tools can help in the assessment/valuation process.

### Tracks Overview

The program features three outstanding education tracks offering 21 concurrent sessions.

### Get It Done

At a time when budgets and staff sizes are dwindling, getting your work done better and more efficiently is critical. Presentations in this track are designed to give you ideas for improving processes from field data collection to data integrity.

### Run the Numbers

Accurate and equitable valuations are the cornerstone of an assessment office. Learn new ways of analyzing data and take away the lessons learned from statistical models that are being used all over the world.

### Serve It Up

Public confidence can rise and fall based on effective sharing and communication of property data and values with taxpayers, businesses, and other entities. Let peers show you how they have stepped up to the challenge and changed the ways or methods they utilize, display, and communicate data.

For more detailed session and speaker information go to [www.urisa.org](http://www.urisa.org).

## Conference Site

### Air Transportation

The San Antonio International Airport is just 12 miles from The Hyatt and offers direct flights to/from 30 destinations. The airport is serviced by ASA, Aeromexico Connect, Aeromar, Air Tran, American Airlines, Continental Airlines, Delta, Frontier, Skywest, Southwest Airlines, United Airlines, and U.S. Airways.

### Ground Transportation

Shuttle service is offered through GO Airport Shuttle. Shuttles depart from 7 a.m. to 1:30 a.m. daily to downtown hotels every 15 minutes. Passengers may purchase tickets at the airport's baggage claim area. The fare is \$18.00 one-way per

person or \$32.00 roundtrip. Book online at the discounted rate of \$17.00 one-way per person and \$32.00 for a roundtrip ticket. Make a reservation online now. For more information, visit [goairportshuttle.com](http://goairportshuttle.com) or call 210-281-9900.

Taxi service is available at the lower level of the airport. A one-way transfer to the Hyatt is approx. \$24 per car for a maximum of six passengers.

### Hyatt Regency San Antonio

Experience the heart of the Riverwalk at Hyatt Regency San Antonio, the only San Antonio Riverwalk hotel directly overlooking the historic Alamo and on the Riverwalk, connecting two of San Antonio's top destinations through its 16-story atrium lobby.

San Antonio is a tapestry of Mexican and American history. From exciting events to restaurants and attractions, San Antonio offers a unique diversity. But the city is also known for its beauty, with excellent examples of Southwestern architecture and a lush landscape rarely seen in such an arid environment, due in part to the San Antonio River that runs through the downtown area.

### Hyatt Regency San Antonio Riverwalk

123 Losoya Street  
San Antonio, Texas 78205  
888-421-1442

Conference room rate: \$169 single/double

**Room rate may not be available after February 17, 2012.**

Indicate you're attending the URISA & IAAO Technologies Conference to receive the special rate. You may also make your reservations online at [http://www.urisa.org/conferences/2012gis\\_cama\\_travel](http://www.urisa.org/conferences/2012gis_cama_travel). Make your hotel reservations by February 17 as the discounted rate may not be available after that date.

## 2012 Conference Sponsors

**IAAO**  
314 W 10th St  
Kansas City, Missouri 64105-1616  
800/616-4226, Fax 816/701-8149  
[www.iaao.org](http://www.iaao.org)



**URISA**  
701 Lee St., Suite 680  
Des Plaines, IL 60016  
847/824-6300  
Fax 847/824-6363  
[www.urisa.org](http://www.urisa.org)



## Continuing Education Credit

IAAO professional designees will earn 7 hours of recertification credit for attending a preconference workshop and 11.5 hours for attending all sessions of the regular conference program. GISCI Certification points earned for attending one workshop and this conference = .4 GISCI education points.

# Conference-at-a-Glance

Monday, March 12, 2012

8:30 am–5:00 pm	<b>Preconference Workshop—Land Records and GIS Integration</b>	<b>Preconference Workshop—Introduction to Valuation &amp; Spatial Analysis</b>	<b>Preconference Workshop—Spatial Statistics for Assessors: Using Advanced Tools in ArcGIS and the Spatial Analyst and Geostatistical Analyst Extensions</b>
5:00–5:30 pm	First-Time Attendee Orientation Meeting		
5:00–7:00 pm	Opening Reception in Exhibit Hall		

Tuesday, March 13, 2012 (Exhibit hours 10:00 am–3:30 pm)

9:00–10:00 am	<b>Welcome and Keynote Address—Let the River Run... San Antonio's Economic Engine</b> Michael Amezcuita, Chief Appraiser of the Bexar Appraisal District, will review the history of San Antonio Riverwalk and its economic impact on the city.		
10:30 am–Noon	<b>GET IT DONE</b> "What" is as Important as "Where"	<b>RUN THE NUMBERS</b> Statistics Made Easy	<b>SERVE IT UP</b> Treasure Hunting for Hidden Messages/Answers in your Data
Noon–1:00 pm	Roundtable Luncheon—Enjoy a buffet lunch while discussing the pressing topics facing professionals today.		
1:30–3:00 pm	<b>GET IT DONE</b> Mobile Appraisal Technology	<b>RUN THE NUMBERS</b> Modeling How-To with GIS Enhancements	<b>SERVE IT UP</b> Ask Before You Act!
3:30–5:00 pm	<b>GET IT DONE</b> Smorgasbord of Ideas to Savings	<b>RUN THE NUMBERS</b> Solving International Challenges	<b>SERVE IT UP</b> Get Social
6:00 pm–?	<b>Optional Evening Activity</b> A fun evening event is being planned by the conference content committee		

Wednesday, March 14, 2012 (Exhibit hours 10:30 am–4:00 pm)

9:00–10:30 am	<b>GET IT DONE</b> Modern Parcel Numbering	<b>RUN THE NUMBERS</b> Practical Remedies	<b>SERVE IT UP</b> Managing What You Have to Get What You Need
11:00 am–Noon	<b>Ignite Session</b> Ignite presentations are typically limited to 5 minutes (20 slides auto-advanced at 15 seconds each). This event is certain to become a regular feature at the conference.		
Noon–1:15 pm	Lunch on your own or optional vendor sessions (CCI, Esri, Manatron, and Tyler Technologies are already organizing sessions!)		
1:30–3:00 pm	<b>GET IT DONE</b> Routing Fieldwork/Paperless Reappraisal	<b>RUN THE NUMBERS</b> The Significance of Building Construction—New and Old	<b>SERVE IT UP</b> GIS and CAMA to the Rescue
4:00–5:00 pm	<b>GET IT DONE</b> Rise of the SubParcels	<b>RUN THE NUMBERS</b> Use of GIS and CAMA Modeling for Assessment Equalization	<b>SERVE IT UP</b> Better GIS Integration on Many Levels
6:00–8:00 pm	Conference Social Event at Rita's on the River ( <a href="http://www.ritasontheriver.com">www.ritasontheriver.com</a> )		

Thursday, March 15, 2012

8:00–9:00 am	Breakfast on your own or optional vendor breakfast sessions		
9:15–10:45 am	<b>GET IT DONE</b> Partnering to Create, Visualize and Maintain Information	<b>RUN THE NUMBERS</b> Comparing Vertical Inequity Detection Methods Using Simulated Data	<b>SERVE IT UP</b> Taking Customer Service to a New Level
11:00–Noon	<b>Plenary—Gadget-Palooza</b> What is the latest and greatest gadget that is dazzling the techno-geeks? Find out in this fast-paced Ignite session. Conference wrap-up and prize giveaways (must be present to win)		

**Exhibit and sponsorship opportunities are available. Contact Wendy Nelson, [wnelson@urisa.org](mailto:wnelson@urisa.org), 847/824-6300**

## Tuesday Opening Keynote Address

Let the River Run... San Antonio's Economic Engine

### Featured speaker—

Michael Amezcuita, Chief Appraiser of the Bexar (Texas) Appraisal District  
Join us for a fascinating look at the history of the Riverwalk area.



## Tuesday—Roundtable Luncheon

Enjoy a buffet lunch and participate in your favorite discussion topic.

## Wednesday—Ignite Session

There are too many Ignite topics to list. The action will be fast and furious! Ignite slide presentations capture the essence of great ideas and keep the audience engaged.

## Thursday Closing Plenary—Gadget-Palooza

What is the latest and greatest gadget that is dazzling the techno-geeks? Find out in this fast-paced Ignite session. Then, stay for the conference wrap-up and **PRIZE GIVEAWAYS**. You must be present to win.



# 2012 GIS/CAMA Technologies Conference Registration

## MISSION: **ImPOSSIBLE**—Get it Done, Run the Numbers, Serve It Up

March 12–15, 2012 • The Hyatt Regency Riverwalk • San Antonio, Texas

Please type or print your information below. A downloadable registration form is available at [http://www.urisa.org/conferences/2012gis\\_cama\\_travel](http://www.urisa.org/conferences/2012gis_cama_travel).

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Designation \_\_\_\_\_  
 Job Title \_\_\_\_\_ Badge Name \_\_\_\_\_  
 Jurisdiction/Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Mail Code \_\_\_\_\_  
 Country \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Cancellation & Refund Policy

All cancellations must be received in writing (via fax or regular mail) at URISA Headquarters on or before February 12, 2012 in order to receive a refund, less a \$100 processing fee (a \$25 fee for cancelled workshop registrations). No refunds after February 12, 2012. Remember to contact the hotel directly if you need to cancel your accommodations.

I am currently a member of (check both if dual member):  URISA  IAAO

### Become a member of IAAO or URISA and qualify for discounted Member Conference Rates.

Visit each organization's Web site for membership details.

I would like to become a member of IAAO:  Regular Membership (for government employees) \$175  Associate Membership (for industry personnel) \$180  
 I would like to become a member of URISA:  Professional Membership \$175

Conference Registration Fees	Early Rate (postmarked on or before 1/10/2012)	Regular Rate (postmarked after 1/10/2012)	Registration includes:
URISA or IAAO Member	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	Proceedings, receptions, social event, luncheon, and vendor educational sessions.
Nonmember	<input type="checkbox"/> \$575	<input type="checkbox"/> \$625	
One-day Registration—Member <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs	<input type="checkbox"/> \$225	<input type="checkbox"/> \$225	*Individuals currently enrolled in 12 or more credit hour courses. Proof of full-time student status (i.e., copy of current schedule) is required.
One-day Registration—Nonmember <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	
Student*	<input type="checkbox"/> \$95	<input type="checkbox"/> \$95	
Extra guest tickets for Wednesday social event (included for attendees)	<input type="checkbox"/> \$50 each	<input type="checkbox"/> \$50 each	Tickets not available at the event

Preconference Workshops— Monday, March 12, 2012 8:30 am–5:00 pm	Land Records and GIS Integration	Introduction to Valuation and Spatial Analysis	Spatial Statistics Using GIS for Assessors—Using Tools in ArcGIS For Assessment	Attendance at a preconference workshop is an additional cost. Choose only one workshop. Class size is limited.
IAAO or URISA Member	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195	
Nonmember	<input type="checkbox"/> \$245	<input type="checkbox"/> \$245	<input type="checkbox"/> \$245	
Student*	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	

What question would you most like to see answered at the GIS/CAMA Technology Conference?

\_\_\_\_\_  
 \_\_\_\_\_  
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New Member Dues \$ \_\_\_\_\_  
 Conference Registration \$ \_\_\_\_\_  
 Preconference Workshop Fee \$ \_\_\_\_\_  
 Guest Tickets for Wednesday Social Event \$ \_\_\_\_\_  
**TOTAL \$ \_\_\_\_\_**

### PAYMENT INFORMATION

Payment or purchase order is required to complete registration. ALL registrations must be paid in full by the time of the conference. Make checks payable to **GIS/CAMA Conference**. All amounts are in U.S. dollars.

Check # \_\_\_\_\_  Visa  Mastercard  American Express

Credit Card Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

Check here if you have special needs that may keep you from participating fully in the conference. A staff member will contact you to discuss your specific need.

Mail the completed registration form with payment information to:  
 2012 GIS/CAMA Technologies Conference, c/o URISA, 701 Lee Street, Suite 680, Des Plaines, IL 60016 USA.  
 Fax to 847/824-6363. Or register on-line at [www.urisa.org](http://www.urisa.org). Questions? Call 847/824-6300 or e-mail [info@urisa.org](mailto:info@urisa.org).





Urban and Regional  
Information Systems  
Association

701 Lee Street, Suite 680  
Des Plaines, IL 60016 USA



International Association  
of Assessing Officers

**MISSION: IMPOSSIBLE—Get it  
Done, Run the Numbers, Serve It Up**

Register by January 10 to receive the early  
discounted conference rate!

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# 16th Annual GIS/CAMA Technologies Conference

March 12–15, 2012 • The Hyatt Regency Riverwalk • San Antonio, Texas

Early Registration Rates  
(postmarked on or before 1/10/2012)

## Conference

IAAO or URISA Member: \$425

Nonmember: \$575

## Preconference Workshops

Member Rate \$195

Nonmember Rate: \$245

The registration form is available at

[http://www.urisa.org/conferences/2012gis\\_cama\\_travel](http://www.urisa.org/conferences/2012gis_cama_travel).

Conference Hotel: The Hyatt Regency Riverwalk

Room Rate: \$169 single/double

For hotel reservations call 888-421-1442 or, go to [http://www.urisa.org/conferences/2012gis\\_cama\\_travel](http://www.urisa.org/conferences/2012gis_cama_travel) for a link. Mention the URISA/IAAO Technologies Conference to receive the special room rate.



International Association  
of Assessing Officers



Urban and Regional Information  
Systems Association

The Conference for Professionals in Property Assessment, Tax Administration, Mapping, and Information Technology